



DIRECT RESPONSE

THE TRUSTED COMMUNICATION LINK FOR BUSINESS

London • Ipswich • Mansfield

Direct Response helps businesses
to communicate with their customers through
voice, data and call centre services.

The Trusted Communication
Link for Business

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Introduction

We are proud to introduce Direct Response, a 24-hour, 365-day-per-year live customer response call centre and managed telecoms service company. Direct Response prides itself on providing its customers with clear, independent business communications advice and fulfilment.

This document briefly outlines who we are, what we do, and some of the key communications issues facing businesses today. It indicates how we would look to address these issues.

Direct Response has two distinct services, "Call Centre Services" and "Managed Telecoms Network services." Our market position means that we use the "best of breed" networks such as Cable and Wireless, and Energis to implement and support a wide communications portfolio.

Business Issues Resolved

The communication issues facing businesses are many and vary considerably from customer to customer.

Common Business Issues:

- Long ring times
- Un-answered calls
- 24 hour service required or restricted hours of operation
- No voice or data Disaster Recovery
- Account Management is poor
- Poor service quality from incumbent supplier
- Need for scalable solution
- Poor or no data base integration from your outsourced call centre
- Poor data delivery
- Lack of total professionalism
- Poor marketing and performance statistics
- Desire to reduce capital and operational costs
- Unable to obtain total visibility of call centre performance
- No call recording of agents
- No set and agreed service level agreements
- No broad product offering from a single supplier
- Inaccurate billing
- No quarterly reviews.

Our goal is that when we have addressed your business communication issues, you receive the highest level of service whilst enjoying the greatest value for money. We can achieve this as we are the leading provider of the highest quality business communication services.

The remainder of the document illustrates Direct Response's product portfolio, and associated business benefits.



Call Centre Services

Direct Response call centers are exceptional. Direct Response provide call centre services which enable us to answer calls and internet enquiries 24 hours a day, 365 days per year, in your company name.

We answer calls for small to medium size businesses, through to large organisations such as Department of Trade and Industry and Fujitsu Siemens. Direct Response offers a pay as you use service, the ideal solution for businesses requiring customer response, call out, customer services or helpdesk solutions. All services can be switched "on or off" as you require. Direct Response will answer calls in your company name and either screen, take a message or transfer them direct to your office, home or mobile. Messages taken can be forwarded to pager, text messaged to mobile, emailed, faxed or inputted directly into your database.

Inbound Call Centre Services

Switchboard

- Acts as a receptionist, screens and introduces callers
- Overflow and out of hours calls answered and put through
- Messages taken and forwarded.

Disaster recovery or scheduled absence

- In the event of power failure, unscheduled absenteeism or training days, Direct Response can be instantly activated and "normal business resumed"
- Staff shortages and maternity cover
- Direct Response, can in the event of a disaster, implement an outbound campaign to update staff and ensure company wide disaster recovery processes and structures are in place
- Direct Response provides collocation of data.

Product Response

- Utilising advanced scripting software to ensure that the right information is presented in an orderly and timely fashion
- Order taking
- Brochure response
- Information lines
- Recruitment drives.

Helpdesk

- Customers can be given information from a scripted response sheet
- Calls logged and dealt with according to your specifications
- Bespoke software creates a tailored service.

24 Hour Live Call Out Service

- Calls screened and dealt with according to escalation procedures
- Every action is dated and logged
- Repeat alarms to ensure message received.

@WEB – Database Access

Direct Response is fully web enabled allowing your website to pop on the screen when an agent is presented with an enquiry. We can then give the caller information or enter details directly into your website. This, combined with the full suite of web services, provides the total @Web Customer Relationship Management solution.



Data Cleaning

Bringing a database up to date can be a major task. By supplying Direct Response with the data, contacts can be called, records updated as necessary and the "gone-away" or "not required" contacts removed, thus saving time and money on future marketing activities.

The contact list can also be checked against the Telephone Preference Service (TPS) central registry, as it is now a legal offence, subject to heavy fines, to contact anyone on the TPS list.

Direct Response also offers an outbound telemarketing service, which is used for:

- Appointment setting
- Sales lead generation
- Database building
- Market research
- Direct mail follow-up.

Fulfilment Service

Direct Response offers a mailing and brochure fulfilment service. Relevant information can be captured and used to produce personalised letters, or send out brochures and catalogues.

Benefits of Call Centre Services:

- Cost effective live human resource
- Pay as you use
- Associated costs easily tracked and monitored
- No lost calls. No lost business
- Use the service whenever required (you are in control)
- Calls answered in company or campaign name
- No more engaged tones
- No unanswered calls
- No answer phones
- Enhanced image and credibility
- 24 Hour live answering
- Time management of your business partners
- Enhanced customer services
- Voice disaster recovery
- Flexibility and scalability
- Complete visibility of your call centre activity
- Quality of trained operators to an NVQ level
- Peace of mind that service will meet service levels
- No longer deal with staff issues i.e. sick, maternity, holidays, recruitment, NI, and training.



Telecom Services

Our market position means that we use the "best of breed" networks such as Energis and Cable and Wireless, to implement and support a wide portfolio range from basic outbound and inbound call savings to advanced managed network solutions.

Reduced Call Tariffs

Why waste money when you can so easily pay less with no compromise.

There is:

- No interruption in service
- No change of phone numbers
- No change in the way your telephone system or solution works
- Significant savings on calls, both inbound and outbound.

Direct Response can easily program your telephone system or your local exchange. This will seamlessly route the call via the most cost effective network. You can then benefit from improved levels of quality and reduced call costs.

Marketing Numbers 0800 / 0845 / 0870 / 0906

The key advantage of these numbers is that your business will never have to change them, even if you move, as well as expecting to receive additional calls. Furthermore, you will be able to monitor the performance of your call centre or marketing initiatives via our statistics packages.

Direct Response can also use the non geographic numbers to make sure you never miss a call. This is achieved by programming numbers using intelligent call routing.

Just some available Options are:

- Calls can be automatically routed to the nearest office to where the call originated
- Calls can be distributed on a rotational basis
- Calls can be distributed based on volume i.e. only 5 calls at any one time and then the 6th call is sent to a different location.

0800 Freephone

0800 calls are free to the caller from anywhere within the United Kingdom and you will then incur the cost of the call. Direct Response can provide new numbers as required and take over existing 0800 at a very competitive rate.

0845 Local Rate

0845 calls are a shared tariff between you and the caller where the caller is charged at standard local rate from anywhere in the United Kingdom. You will still incur a cost for all calls received on this number, however not as much as 0800's.

0870 National Rate

0870 calls are charged at standard national rate to the caller and you incur no charge. This type of non-geographic number is becoming very popular with companies that operate nationally or wish to present that impression.

0906 Premium Rate

0906 are commonly used when revenue is required from the caller. This type of number is typically used for customer service, information and competition type applications.



Telecom Services (Continued)

Outbound and Inbound Network Benefits

- Use networks that have greater reliability than BT
- Pay as you use
- No set up or management fees
- No long term contracts
- Voice disaster recovery
- 24 hour customer support
- Predefined service level agreements
- Single point of contact with a dedicated account manager
- Instant independent and consultative advice
- Network contingency
- Allow customers to change routing plans themselves over a secure web interface
- Network fraud protection
- Proactive analysis of customer options
- Regular customer visits and account audits
- Site analysis
- Dedicated fault analyst team
- Gold business partner with Cable and Wireless and Energis
- Call logging
- Almost real time marketing and call centre performance statistics accessed over secure web pages
- Voice recording of all inbound and outbound calls accessed over secure web pages
- Clear and informative bills presented on paper and excel format.

Who are our clients?

We work with small start-up companies, growing businesses, household name plc's and multi-national corporations. Companies generating enquiries through direct response TV, radio, off-the-page, outdoor and direct mail campaigns find our service particularly valuable. We can handle all kinds of response from fulfilment through to direct sales.

We are established in many different industry sectors, just some of them are - financial services, property, automotive, legal, energy, utilities and government. We're adding new business sectors everyday. If you use communications as part of your business, and you need an extra edge of effectiveness, then please do get in touch with us.



"Network Appliance currently use Direct Response to provide telephone answering services to cover, primarily, out of hours reception services but also to provide business continuity in the event of either the total loss of our own reception or the failure of the PABX equipment.

We are also in the process of changing over to Direct Response for our Least Cost Routing services as they have highlighted considerable cost saving over our existing supplier.

The account management provided is very proactive and provides us with ongoing recommendations on better ways to improve the efficiency and most importantly the cost of our telecommunications. The service we have received from the Call Centre has also been excellent."

Network Appliance



"You have improved on the rates we were getting previously and the transition to a new carrier has been timely (previously we were with Energis and Worldcom) and smooth.

As always your account management is professional, friendly and helpful."

Glass's Information Services



"When we consider a telecoms provider, the most important element for us is knowing that we can speak to our clients on the first attempt. Some of our clients are overseas so we cannot afford to have a poor quality service.

Direct Response were able to provide the quality that we needed and the transfer from BT was seamless. We are also happy to be saving money on our monthly phone bills.

We are also hoping to be able to work with Direct Response on establishing a Disaster Recovery plan in the near future."

Adjusting Services



"I am just writing to let you know how delighted we have been with the service provided by Direct Response so far. You have helped us with least cost routing of our calls and, although it is early days as yet, I believe we are already making significant savings."

SkyePharma



Why is Direct Response Different?

The service and communications industry can be complex and difficult to understand. We all know too that it tends to over promise and under deliver. There are four key factors that differentiate us from the competition. They are:

1. Consistently High Quality
2. Endemic Customer Focused Culture
3. Fundamental Solutions Continuously Tailored to Customers Business
4. Broad and Specialist Product Offerings.

Consistently High Quality

Direct Response achieves industry leading quality by making sure that every element of our service is made up of a combination of leading edge technology, best of breed suppliers, employing only the finest people, highest level of staff training, and carefully designed and applied quality assurance policies and processes.

The end product is customers receiving unprecedented quality.

Endemic Customer Focused Culture

Direct Response is in the service sector. We have to provide an endemic customer orientated culture as a given prerequisite. This means that the customer is at the top of our organisational chart.



Direct Response will take your call 24 hours a day, seven days a week and any day of the year. It also means that your dedicated client manager will always act in your interests and give you clear advice.

Direct Response offers short-term contracts as standard to make sure that you business has complete flexibility. It also means that we will "live or die" by the level of service that we provide you.

Fundamental Solutions Continuously Tailored to Customers Business

Most businesses know exactly what they want. Many, when it comes to business communication, are not totally sure of what they need to do achieve their goals.

Direct Response will work as a partnership to understand your business goals, and develop a bespoke solution to help you deploy a combination of the highest quality, efficiency, and cost effective service.

Our solutions do not end here. Direct Response will actively meet you so that we can continuously evolve our solution to increase the level of our service and your business requirements.



Broad and Specialist Product Offerings

There are very few businesses who can claim to offer the exact portfolio of services and level of customer solution in the way that we do.

The reason for this is that they require completely different skill and customer support capabilities. Direct Response's management team brings together all of the required competencies. We have taken extensive measures in training and investment to ensure all of our staff can deploy and support our commitment to you.

This means that you can take advantage of a synergy of outsourced call centre services, voice and data disaster recovery, campaign success statistics, and costs savings on telephone calls.

The extent and exact nature of the service is entirely dependant on what is right for you.

Our Goal

Our single purpose is to help our clients to communicate efficiently and cost effectively. Our business is driven by client satisfaction.

Every business should have a right to a world class solution.

Contact us now on [0800 0723777](tel:0800 0723777).

